

VIA eFILE

PATENT APPLICATION
Docket No. 14531.122

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of)
)
	Stuart Ozer, et al.)
)
Serial No.:	09/991,025) Art Unit
) 2623
Filed:	November 21, 2001)
)
Conf. No.:	8197)
)
For:	METHODS AND SYSTEMS FOR PLANNING)
	ADVERTISING CAMPAIGNS)
)
Examiner:	Michael P. Van Handel)
)
Customer No.:	47973)

AMENDMENT "C" AND RESPONSE
AFTER NON-FINAL

VIA eFILE AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office action of October 18, 2006 (paper no. 20061013), please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 12 of this paper.